

Message Text

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E.O. 11652: N/A

TAGS: BBSR. TW, HK

SUBJECT: MARKET RESEARCH - ANNUAL MULTIPLE-CONTRACTS

REF: A) USDOC 16177, 10/28/75; B) TAIPEI 7158, 11/6/75

1. IN RESPONSE TO DOC REQUESTS IN PARA 3 OF REFTEL A), TC SUBMITS
SUMMARY OF BIDS FOR SUBJECT CONTRACTS.

PEAT, MARWICK, MITCHELL & CO. (PMM & CO.)

A) PRICE PER STUDY US\$3,750

TOTAL PRICE (2 STUDIES) US\$7,500

B) PMM & CO. ACCEPTS PROVISION FOR MINIMUM OF 2 STUDIES WITH
OPTION FOR 2 ADDITIONAL STUDIES.

C) QUALIFICATIONS: PMM & CO. SUCCESSFULLY COMPLETED 4 MARKET
RESEARCH STUDIES FOR DOC: 1) AIR AND WATER PURIFICATION AND
POLLUTION CONTROL GMS; 2) SURVEY OF MARKETS FOR MOTOR VEHICLE
MAINTENANCE AND SERVICING EQUIPMENT; 3) SURVEY OF WORLD
MARKETS FOR COMMUNICATIONS EQUIPMENT AND SYSTEMS; AND 4)
SURVEY OF WORLD MARKETS FOR BUILDING PRODUCTS AND CONSTRUCTION
EQUIPMENT. FIRM'S STAFF HAS MUCH EXPERIENCE IN CONDUCTING
MARKET RESEARCH FOR DOC AS WELL AS FOR OTHER CLIENTS. PMM &
CO.'S FINAL SUBMISSIONS ARE CONSISTENTLY THOROUGH. DURING
PREPARATION STAGES, FIRM REQUIRES ONLY A MINIMUM OF SUPERVISION

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FROM TC.

D) RECOMMENDATION: TC RECOMMENDS THAT DOC ACCEPT PMM & CO,'S
BID FOR MULTIPLE-CONTRACT. (SEE PARA 4 BELOW)

CHINA CREDIT INFORMATION SERVICE (CCIS)

A) PRICE PER STUDY NT\$112,100 US\$2,950

TOTAL PRICE (2 STUDIES) NT\$212,990 US\$5,605

B) CCIS ACCEPTS PROVISION FOR MINIMUM OF 2 STUDIES WITH OPTION
FOR 2 ADDITIONAL STUDIES.

C) QUALIFICATIONS: CCIS COMPLETED 2 MARKET RESEARCH STUDIES
FOR DOC: 1) HOTEL AND RESTAURANT EQUIPMENT MARKETS IN TAIWAN
AND ELECTRIC ENERGY SYSTEMS GMS. FIRM EMPLOYS LARGE RESEARCH
STAFF WHICH MAINTAINS IMPRESSIVE DATA BANKS ON MARKET AND
INDUSTRIAL DEVELOPMENTS IN THE ROC. FIRM ALSO PUBLISHES
MARKET QUOTATIONS DAILY ALONG WITH SEVERAL ANNUAL INDUSTRY
STUDIES. CCIS HAS ACCESS TO MANY MARKET INFORMATION SOURCES
IN GROC AS WELL AS IN PRIVATE INDUSTRY. BOTH PRIVATE BUSINESSES
AND GROC AGENCIES HAVE CONTRACTED FIRM TO PREPARE NUMEROUS
RESEARCH STUDIES, SEVERAL OF WHICH WERE CITED IN EARLIER BID
PROPOSALS. CCIS HAS SOME DIFFICULTY WITH ENGLISH NARRATIVE STYLE,
BUT IN AN ATTEMPT TO OVERCOME THIS PROBLEM, FIRM HIRED AMERICAN
LANGUAGE ADVISOR.

D) TC RECOMMENDS THAT DOC ACCEPT CCIS'S BID FOR MULTIPLE-CONTRACT.
MANAGEMENT CONSULTANTS CORPORATION (MCC)

A) PRICE PER STUDY US\$2,880

TOTAL PRICE (2 STUDIES) US\$5,750

B) MCC ACCEPTS PROVISION FOR MINIMUM OF 2 STUDIES WITH OPTION
FOR 2 ADDITIONAL STUDIES.

C) QUALIFICATIONS: MCC PREPARED 2 PREVIOUS STUDIES FOR DOC:
1) BUSINESS EQUIPMENT AND SYSTEMS GMS AND 2) INDUSTRIAL AND
COMMERCIAL SECURITY AND SAFETY EQUIPMENT MARKET RESEARCH STUDY.
DURING PREPARATION STAGES, MCC REQUIRED MINIMUM OF SUPERVISION
FROM TC. FINAL SUBMISSIONS WERE VERY WELL PREPARED. MCC'S
RESEARCH STAFF IS EXPERIENCED IN PREPARATION OF DOC RESEARCH.
THEY HAVE ALSO PREPARED STUDIES FOR SEVERAL LARGE AMERICAN
MANUFACTURING AND CONSULTING FIRMS. MCC IS MANAGED IN
CONJUNCTION WITH COMPUTER SOFTWARE, PROGRAMMING, AND SERVICE
CORPORATION; ELECTRONICS MANUFACTURING AND ASSEMBLY FACTORY;
IMPORT, EXPORT, AND SALES CORPORATION; AND ELECTRONICS DESIGN,
TECHNOLOGY DEVELOPMENT, AND MANUFACTURING FIRM. OVERLAP OF
MANAGEMENT AND STAFF PROVIDES MCC UNIQUE POOL OF INFORMATION
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SOURCES, TECHNICAL FAMILIARTY, AND MARKET EXPERIENCE USEFUL
IN THE PREPARATION OF DOC STUDIES.

D) RECOMMENDATION: TC RECOMMENDS THATDOC ACCEPT MCC'S
PROPOSAL FOR A MULTIPLE-CONTRACT.

2. WITH REGARD TO COMPUTERS AND PERIPHERAL EQUIPMENT GMS
TC HIGHLY RECOMMENDS THAT DOC SELECT MCC TO CONDUCT RESEARCH.
MCC'S BID PRICE (US\$2,880) WAS LOWEST AMONG THREE CONTRACTORS.

FIRM IS JOINTLY MANAGED WITH ELECTRONIC DATA PROCESSING TAIWAN INCORPORATED (EDPT). EDPT HAS PRIMARY STAFF OF 55 PROFESSIONAL PROGRAMMERS, ANALYSTS, AND COMPUTER OPERATORS. IT OWNS AND OPERATES ITS OWN UNIVAC 70/45 COMPUTER AND IS SOLE DISTRIBUTOR IN TAIWAN FOR BOTH SPERRY UNIVAC COMPUTER SYSTEMS AND DATAPOINT MINI-COMPUTERS. MCC'S PERSONNEL WORK WITH STAFF OF EDPT AND ARE VERY FAMILAR WITH COMPUTER EQUIPMENT NEEDS AS WELL AS MARKET CONDITIONS IN TAIWAN. IN TC'S OPINION MCC WOULD BE MOST QUALIFIED TO PREPARE COMPUTERS AND PERIPHERAL EQUIPMENT GMS.

3. REQUEST DOC AUTHORIZATION TO LET MULTIPLE-CONTRACTS PER RECOMMENDATIONS IN PARA 1 ABOVE AND TO ASSIGN PREPARATION OF COMPUTERS AND PERIPHERAL EQUIPMENT GMS TO MCC. TWO COPIES OF BIDS FOR MULTIPLE-CONTRACTS WERE AIRMAILED TO OIM/MRD ON 11/20/75.

4. PMM & CO.'S BID FOR MULTIPLE-CONTRACT IS US\$870 HIGHER THAN LOWEST BID. HOWEVER, SPREAD BETWEEN REMAINING TWO BIDS IS US\$70. PMM & CO. IS TC'S BEST MARKET RESEARCH CONTRACTOR AND TC WOULD LIKE TO INCLUDE PMM & CO. IN MULTIPLE-CONTRACT ARRANGEMENT. TC OF OPINION THAT IT CAN NEGOTIATE LOWER PRICE WITH FIRM. REQUEST DOC AUTHORIZATION TO PURSUE NEGOTIATIONS WITH PRINCIPAL FOR A MORE FAVORABLE PRICE AND INCLUDE PMM & CO. IN MULTIPLE-CONTRACT.
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